What is claimed is:

1.

A composition for reducing cholesterol adsorption, comprising:

an aqueous homogeneous micellar mix of a plant sterol and an alkaline or alkaline earth metal salt of reaction product of lactic acid and a fatty acid as an emulsifier which has been dried to a finely divided water soluble powder;

the mole ratio of said plant sterol to emulsifier being within the range of 1:0.1 to 1:10.

2.

The composition of claim 1 wherein the mole ratio of plant sterol to emulsifier is at least 1:2.

3.

The composition of claim 1 wherein the mole ratio of plant sterol to emulsifier is within the range of 1:0.9 to 1:0.5.

4.

The composition of claim 1 wherein the micellar mix is a mix of vesicles, the majority of which contain some plant sterol and some emulsifier.

5.

The composition of claim 1 wherein the plant sterol is sitostanol.

6.

The composition of claim 1 wherein the metal is an alkali metal.

7.

The composition of claim 1 wherein the metal is sodium.

8.

The composition of claim 1 wherein the fatty acid is a carboxylic acid derived from an animal or vegetable fat or oil.

9.

The composition of claim 1 wherein the fatty acid is a C_4 to C_{22} fatty acid.

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10.

The composition of claim 1 wherein the fatty acid is selected from the group consisting of lauric, palmitic and stearic acid.

11.

The composition of claim 10 wherein the emulsifier is sodium stearoyl-2-lactylate.

12.

A method for reducing cholesterol absorption from food products, comprising the steps of:

adding finely divided water soluble powder formed from an aqueous homogeneous micellar mix of a plant sterol and alkali metal salt of reaction product of a lactic acid and a fatty acid as an emulsifier which has been dried to a food product;

the mole ratio of said plant sterol to said emulsifier of said powder being within the range of 1:0.1 to 1:10;

the amount added to said food product being sufficient to provide a dose of from about 100 mg to about 1000 mg of sitostanol.

13.

The method of claim 12 wherein the dose is from 100 mg to 300 mg, provided at least one to four times daily.

14.

A food composition comprising:

a food including cholesterol and a food additive wherein the food additive is a water soluble homogeneous micellar mix of sitostanol and sodium stearoyl 2-lactylate emulsifier with a mole ratio of sitostanol to emulsifier being within the range of 1:0.1 to 1:10 in the added mix.

15.

The composition of claim 14 wherein the food product is solid food product.

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16.

The composition of claim 14 wherein the food product is a beverage.